



City of San José, CA
Department of Transportation

Parking and Downtown Operations Manager



UNIQUE OPPORTUNITY

This position offers a unique opportunity for an experienced parking operations professional with exceptional communication and management skills to showcase their talents overseeing the Parking Division of the third largest city in California.



THE COMMUNITY

Known as the “Capital of Silicon Valley,” San José is the world’s leading center of innovation. With nearly one million residents, San José is the 10th largest city in the U.S. Encompassing 178 square miles at the southern tip of San Francisco Bay; San José is Northern California’s largest city and one of the most diverse large cities in the United States.

San Jose’s quality of life is unsurpassed. Located roughly 50 miles south of San Francisco and 30 miles east of Pacific Coast beaches, the City is in a valley surrounded by the Diablo and Santa Cruz mountain ranges and enjoys an average of 300 days of sunshine a year. Recently, Sperling’s Best Places rated San José #1 as the healthiest city in America. The downtown area is home to modern high-rise housing, renovated theaters, and cultural attractions. Nightlife options include ballet, opera, symphony, live theater, nightclubs, and restaurants; and inquiring minds are served at the Tech Museum of Innovation, the Museum of Art, and the Children’s Discovery Museum.

Fifteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices. Nearby universities include San José State University, Santa Clara University, Stanford University, and three University of California campuses.

As the Capital of Silicon Valley, San José is on the forefront of modern technological advancements. Using state-of-the-art technology developed in Silicon Valley, the City of San José recently pioneered a public-private partnership with SmartWAVE Technologies and Ruckus Wireless to deploy one of the fastest Wi-Fi networks available in the nation. This free, outdoor downtown Wi-Fi is accessible throughout the downtown core.

San Jose’s transformation from a largely agrarian community into a technology center has led to the City housing the largest concentration of innovation expertise in the world. The San José area today is powered by one of the most highly educated and productive populations in America. More than 40 percent of the workforce has a Bachelor’s degree or higher, compared with 25 percent nationally. San José does not have an ethnic majority; residents include speakers of more than 50 different languages.

The City is proud of its quality of life and of the rich cultural diversity evident in its population, its workforce, and its many neighborhoods.

THE CITY

The City of San José operates under a Council-Manager form of government; the City Council consists of 10 Council Members elected by district and a Mayor elected at-large. The City has 14 departments, along with other strategic functional and Council-appointed professional groups, that are organized into City Service Areas (CSAs). A CSA represents the policy making level for strategic planning, policy setting, and investment decisions in the critical functions the City provides to the community. The 2014-2015 Operating and Capital Budgets for the City total \$2.71 billion. The 5,745 city employees are represented by 11 bargaining units that have strong and active leadership.

THE DEPARTMENT

The Department of Transportation (DOT) has approximately 426 employees and a current year Operating and Capital Budget of \$236 million. DOT is a customer-focused, goal-oriented organization responsible for services that provide for the safe and efficient movement of people by all travel modes. It plans and programs capital improvements for vehicles, bicyclists, pedestrians, and transit users to meet the needs of residents and businesses; operates the City’s parking and traffic systems in a manner that is sensitive to community needs; and repairs and maintains the City’s assets in 2,400 miles of street right-of-way including a massive infrastructure of streets, sidewalks, landscaping, traffic devices, streetlights, sewers and storm drains.

The Department is organized into four functional areas: Transportation Planning and Project Delivery; Transportation and Parking Operations; Infrastructure Maintenance; and the Director’s Office/Administrative Services.

THE DIVISION

The Parking Division resides in Transportation and Parking Operations and provides a comprehensive range of services to meet the needs of businesses, downtown employees, visitors, convention, cultural and sports facilities, special events, schools, and residents. Services include:

- Operation and maintenance of the city’s public parking facilities: eight garages and nine surface lots totaling 7500 parking spaces, and 2600 on-street parking meters (many recently converted to smart meters).
- Parking compliance activities supporting traffic safety, street cleanliness and maintenance activities, turnover of on-street spaces in business districts; and enhanced neighborhood quality-of-life through the removal of vehicles abandoned or stored in the public right-of-way.
- Collection of fines from parking citations and oversight of administrative review process for contested citations.
- Development and implementation of transportation and parking operation plans for a variety of special events, including provision of traffic control during events.
- Staff support to the Downtown Parking Board. The board is comprised of seven members appointed by the City Council and serves as a public forum for discussion of Downtown parking issues.

The Division is supported by over 70 employees, both professional staff that lead programs, implement projects, and perform analytical administrative work; and field staff that provides parking compliance and meter collections/repair services. The position has two direct management reports, an On-Street and Off-Street Parking Manager. The current year operating and capital budget for the Division’s services is approximately \$20 million, with nearly \$24 million in projected revenues.





HIGH PRIORITY PROGRAMS AND INITIATIVES

The successful candidate will have the opportunity to lead and manage the implementation of many exciting programs, projects, and initiatives. Important priorities in which the Division Manager is expected to play a key role include:

Parking Technology – Focused on improving customer convenience and access to Downtown, and maximizing opportunities for customers to access services and information via the internet and mobile apps.

Parking Operations – Planning efforts and strategies to optimize use of City parking facilities and effective system-wide management of peak demand periods.

Program Branding – Launch of PARKSJ branding to increase awareness, visibility, convenience and satisfaction with parking Downtown, and with the City's parking facilities.

THE POSITION

The Parking and Downtown Operations Manager ("Division Manager") reports to the Deputy Director of Transportation and Parking Operations, and will be focused on downtown transportation and parking operations, arena and other event traffic management, and citywide parking enforcement and citation adjudication. These activities are highly visible to the community and City Council.

Under administrative direction, the Division Manager performs work of considerable difficulty planning, organizing, and directing parking operations and event traffic management throughout the City of San José. The Division Manager will be expected to achieve results, lead continuous improvement efforts that staff are engaged in, and ensure timely completion of special projects.

The Division Manager's duties include:

- Leading and motivating staff by establishing goals, creating an innovative work environment, maximizing training and development opportunities, and appropriate recognition.
- Oversight of City parking garages and lots, on-street parking meters, enforcement, processing and adjudication of parking citations, vehicle abatement activities, downtown event, arena and other event traffic and parking mitigation.
- Planning, implementing, operating, and evaluating program activities.
- Participating in and advising the Deputy Director in developing Parking and Traffic Management policy.
- Representing the City, Department and Deputy Director in a variety of interdepartmental, intergovernmental, and community matters.
- Managing finances, personnel, technology, safety, and administration.

- Fiscal management and accounting for on-and off-street parking revenues.
- Providing project management to ensure completion within budget and schedule
- Providing staff support and working effectively with boards, task forces, community groups, associations, event producers, and staff in Council Offices, other departments and agencies.
- Negotiating and administering contracts and agreements with vendors, contractors, businesses and agencies.

THE IDEAL CANDIDATE

The ideal candidate is a results-driven professional with previous experience in municipal or other comparable high profile parking operations. The successful candidate will be a highly effective communicator who is able to build solid working relationships with management, peers, staff, Council staff, and community groups. Candidates should possess strong analytical skills, project implementation experience and a commitment to high quality, effective customer service. A savvy innovator who stays abreast of current and emerging parking technology will find this position satisfying.

Desirable Qualifications:

The key to success for the Division Manager is the balanced combination of **exceptional written and verbal communications skills** and effectiveness in three critical performance areas:

- **Environmental Awareness and Policy Making:** Experience in a complex political environment; strong commitment to public service; ability to understand and work effectively with multiple stakeholders; demonstrates initiative; anticipates issues and acts on them strategically.
- **Organizational Leadership:** Ability to establish vision and goals and provide appropriate organization direction; ability to integrate City/Department goals and values into day-to-day work principles and practices; ability to effect organizational change; ability to lead and motivate staff and interact with empathy; ability to determine appropriate levels of responsibility and delegate tasks effectively; demonstrates integrity and ethical behavior; strong interpersonal skills and the ability to effectively resolve personnel issues.
- **Management of Services:** Effectively oversees the delivery of services and efficient allocation and use of resources; knowledge of principles and practices of planning and data analysis; ability to analyze and use data for decision making, organizing field operations, and improving service delivery; skill in managing competing priorities; ability to direct budget preparation and administration; commitment to the development and implementation of service and system improvements; ability to complete key projects on time and on budget; knowledge of technology applications and maintenance and engineering principles and practices.





APPLICATION PROCESS AND RECRUITMENT SCHEDULE

The final filing date is **Monday, November 17, 2014**. To be considered, submit a cover letter, list of six work-related references (who will **not** be contacted without prior notice), indication of current salary and a resume that reflects the size of staff, budgets and types of systems you have managed. Your resume should indicate both months **and** years of beginning/ending dates of positions held.

In addition, please include the following supplemental materials with your submittal:

1. Describe how you reached resolution to a complex issue or problem for which you had to coordinate with multiple stakeholders with different or competing views.
2. Please submit a copy of a report, for which you were the primary author, describing a proposed change to a program or project you managed. Maximum of three double-sided pages.

Submit the requested materials to:



Pam Derby
CPS HR Consulting

241 Lathrop Way • Sacramento, California 95815

Phone: (916) 263-1401 • Fax: (916) 561-7205

Email: resumes@cpshr.us

Website: www.cpshr.us

Following the filing date, resumes will be screened in relation to the criteria outlined in this brochure. Candidates with the most relevant qualifications will be invited to a preliminary screening interview conducted by the consultant immediately following the final filing date. The City will invite a group of candidates to panel interviews in early December. Thorough reference and background checks will then be conducted on top finalists who may then participate in a final interview with key DOT management staff.



Education, Certifications, and Experience:

A Bachelor's degree from an accredited college or university in public administration, business administration, engineering or a closely related field and six (6) years of progressively responsible experience, including four (4) years of supervisory experience, or any equivalent combination of education and experience sufficient to successfully perform the essential duties of the job. A Master's degree is desirable.

COMPENSATION AND BENEFITS

The approved salary range for this position goes up to **\$138,249**. The actual salary will depend on the qualifications and experience of the individual selected. The City provides an array of benefits including:

Retirement – Competitive retirement system with full reciprocity with CalPERS.

Health Insurance – The City contributes 85% towards the premium for the lowest cost plan. There are several plan options.

Dental Insurance – The City contributes 100% of the premium of the lowest-priced plan for dental coverage.

Personal Time – Vacation is accrued initially at the rate of three weeks per year with amounts increasing up to five weeks after 15 years of service. Executive Leave of 40 hours is granted annually with the ability to earn up to 40 extra hours annually based on performance. Sick Leave is accrued at the rate of 8 hours per month.

Holidays – The City observes 14 paid holidays annually.

Deferred Compensation – The City offers an optional 457 Plan.

Flexible Spending Accounts – The City participates in Dependent Care Assistance and Medical Reimbursement Programs.

Insurance – The City provides a term life policy equal to two times annual salary. Longterm disability and AD&D plans are optional.